I claim:

1) A system for making advertisements available to web sites on the Internet which includes:

a web server which stores advertisements,

means for supplying selection criteria for view-ops which have particular characteristics,

bid selection logic which makes calculation as each view-op is presented to determines if an advertisement should be supplied in response to a particular view-op, said calculations taking into account the results achieved by each display of the particular advertisement on the same site previously.

2) An Internet advertising system which includes

bid selection logic that schedules advertisements on the sites that meet bid specifications based upon the results achieved by displaying the same advertisement on sites previously.

3) The system recited in claim 2 wherein said bid section logic makes a calculation of said schedule when each view-op appears after an initialization period.

4) The method of supplying advertisements to web sites on the World Wide Web which includes the steps of comparing the properties of each view-op to the characteristics set out in a selection criteria for advertising, and which schedules advertisements on web sites based upon the results achieved by previous advertisements places on each of the web sites where the advertisement was previously displayed.

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2    5) An Internet advertising system that includes:

3    a web server system which stores advertisements and data bases,

4    bidding agents which submit bids to display advertisements in view-ops which have

5    certain specifications, and

6    bid selection logic which decides which bid to accept for each particular view-op:

7    said bid selection logic including evaluation logic operable when a view-op occurs which

8    meets the specifications in a bid, for evaluating the comparative effectiveness of the

9    particular advertisements on each of the sites on which the advertisement was

10   previously displayed and wherein the frequency of the advertisement is increased on

11   sites that have proved effective and decreased on sites that have a lower effectiveness.

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13   6) The method recited in claim 4 wherein where after the properties of a view-op are

14   compared to the characteristics set out in a plurality of bids for advertising, and the

15   advertisement is displayed in response to the highest bid in accordance with a schedule.

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17   7) The method recited in claim 6 wherein said results achieved are calculated based

18   upon what would have happened if the advertisement here displayed on each

19   appropriate view-op rather than in accordance with said schedule.

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21   8) The method recited in claim 4 which includes an initialization period wherein said

22   advertisement is not selected based upon the results previously achieved.

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24   9) The method recited in claim 8 wherein after said initialization period, said results are

25   calculated each time a view-op occurs.

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1    10) The system recited in claim 5 wherein said evaluation logic is only operative after an

2    evaluation period.

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4    11) The system in claim 5 wherein said evaluation logic taken into consideration the

5    action taken by a viewer in response to viewing an advertisement.

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7    12) The system recited in claim 1 wherein the selection criteria is a monetary bid.

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9    13) The system recited in claim 4 wherein said section criteria is a monetary bid.